



CENTER for MEDITERRANEAN
INTEGRATION | CENTRE pour
l'INTÉGRATION en MÉDITERRANÉE
مركز التكامل المتوسطي



THE WORLD BANK
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In partnership with



Flagship report “Transforming Markets for More and Better Jobs in MENA”
Virtual consultative workshop

The Center for Mediterranean Integration (CMI) and the World Bank, in partnership with the Policy Center for the New South, are organizing a virtual consultative workshop on June 7, 2021 to engage youth leaders, civil society, private sector representatives, policy makers, and academics from the MENA region to discuss the preliminary messages of the World Bank’s Flagship report “Transforming Markets for More and Better Jobs in MENA”.

The Flagship report “Transforming Markets for More and Better Jobs in MENA” documents current challenges both at the macroeconomic level (in terms of growth and productivity), and the microeconomic level (in terms of firm performance and regulations), highlighting key interventions that could propel the region towards more and better jobs.

Through this consultative workshop, the CMI and the World Bank aim to leverage feedback and inputs from regional stakeholders, and more specifically youth representatives, on the report’s policy recommendations before the final publication, with a focus on the implications of these policies in different country contexts.

The event will present and discuss: (i) results from the analysis conducted by the report’s team; (ii) related policy recommendations; and (iii) the journey of several young entrepreneurs who contributed to the report.

The stories from the young entrepreneurs are meant to provide inspiring entrepreneurial journeys by young men and women in the MENA region, offering insights about challenges and opportunities that these young entrepreneurs encountered when they launched and grew their businesses. Six of the eight stories featured in the report will be presented, covering **Morocco, Egypt, Kingdom of Saudi Arabia, Jordan, Bahrain, and Lebanon.**

The event will leverage the CMI’s networks, including its youth networks and its large network of technical partners and experts. In addition, representatives from the Policy Center for the New South’s youth network “Emerging Leaders” will be engaged in the discussion.

The virtual workshop will be held on **June 7, 2021, from 9:00 AM to 11:00 AM (Eastern time) / 15:00 PM to 17:00 PM (CET)**, via Zoom.



“Transforming Markets for More and Better Jobs in MENA”

June 07, 2021

9:00 am – 11:00 am (Eastern time)

Welcome Remarks and Introduction

Ms. Blanca MORENO-DODSON, Manager, CMI

- Purpose and goal of the workshop

Ms. Giulia MARCHESINI, Senior Partnership Specialist, CMI

- Rundown of the workshop agenda
- Moderator’s introduction
- Speakers’ introduction
- Technical guidelines

Session 1: Introduction of the Flagship report “Transforming Markets for More and Better Jobs in MENA”

Ms. Federica SALIOLA, Lead Economist, Jobs Group, Co-Director – World Development Report 2019, World Bank

- Overview of the Flagship report: scope, goals, and objectives
- Report’s analysis and key messages
 - o Analysis
 - o Recommendations
 - o Covid-19 Implications

Reflection on the report’s key messages: Q&A and open discussion with the 8 youth leaders and the audience

Session 3: How to launch successful business in the MENA region: recommendations for policymakers

Ms. Sarah HAWILO, CEO, serVme, Lebanon

Mr. Hicham ZOUAOUI, CEO and Co-founder, Pip Pip Yalah, Morocco

Mr. Hamdi TABBAA, CEO and Co-founder, Abwaab, Jordan

Ms. Doaa AREF, CEO, Chefaa, Egypt

Mr. Naif ALSIMRI, COO and Co-founder, Mrsool, Saudi Arabia

- Presentation of innovative and creative ways to challenge the status quo, launch successful businesses to meet real needs, and create jobs

Discussion with representatives from the Policy Center for the New South’s youth network “Emerging Leaders”

Ms. Hayat ESSAKKATI, Director/Consultant, Innoducate, Morocco

Mr. Eric ASMAR, CEO, Happy Smala, Morocco

Conclusion & Next Steps

Ms. Federica SALIOLA, Lead Economist, Jobs Group, Co - Director – World Development Report 2019, World Bank